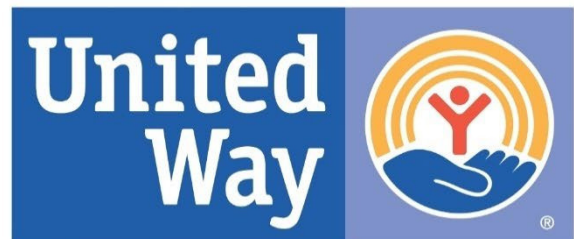


# Workplace Employee Campaign Coordinator Guide

## Campaign 2023

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**United Way of  
Warren County**



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Welcome to the start of the campaign!

As a Workplace Employee Campaign Coordinator (ECC), you are an integral part of a key group of supporters dedicated to making a difference in Warren County.

The workplace employee campaign is about more than money. It inspires, informs, and demonstrates that lives are positively impacted when people work together to build a strong, caring community.

Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement.

This Workplace ECC Guide, as well as our online toolkit, will help keep you organized. It is a step-by-step tool providing resources, messages, and tips to help you succeed.

United Way is here to provide you with everything you need.

Thank you for being a part of the team!

## **What is an Employee Campaign Coordinator:**

An ECC is a company employee who oversees the company's annual United Way campaign and helps secure a corporate gift. The ECC's role is to help plan and monitor the campaign and to motivate and coordinate the members of your workplace to raise funds for United Way of Warren County.

As an ECC you are the most vital part of the United Way.

# WHAT IS A WORKPLACE CAMPAIGN?

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The workplace campaign is crucial to supporting United Way. During your organization's United Way campaign, employees make their annual pledge and participate in events to raise funds that support our work in the community. Lasting from a week to a month, workplace campaigns should be:

## FUN

- We encourage you to set up events to promote the campaign and bring employees together.

## EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, posters and speaking events.
- These items can be located online at [www.uwwcoh.org](http://www.uwwcoh.org) or you can contact our team at United Way of Warren County for assistance.

## ENGAGING

- Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement. Giving employees the opportunity to give back at work is becoming increasingly important for workers and job seekers.
- Your effort and dedication to our work is appreciated more than you know. We encourage you to set up a campaign committee to divide responsibilities throughout your organization, and remember that United Way of Warren County staff are available to help every step of the way. Please don't hesitate to ask for assistance or ideas.

# An ECCs Checklist for a Successful Campaign

## ☐ 1. Learn What United Way Does & How UW Works

- Visit United Way website [www.uwwcoh.org](http://www.uwwcoh.org)
- Speak with your United Way Account Manager

## ☐ 2. Secure CEO Support & Involvement

- ASK FOR A CORPORATE GIFT
- Gain support from your top management-both actively and visibly during your campaign -Send CEO endorsed letter/email (\*VERY IMPORTANT)

## ☐ 3. Develop Your Campaign Plan and Set your Goals

- Recruit your team, set your budget and develop your timeline
- Choose a Theme -Try to have fun with it!
- Tailor your events to your company culture
- Create virtual event(s) (if you are hybrid workforce) (see ideas form in materials bag)
- Utilize your UW Campaign Account Manager (CAM) for ideas.

## ☐ 4. Promote and Publicize your Campaign

- Use UW Posters or create your own posters to customize your theme-Hang these before the campaign
- Communicate activities and timelines with your colleagues before you kickoff.-build enthusiasim

## ☐ 5. Kickoff your Campaign

- Have a formal kickoff of your campaign-great time to use CEO involvement (videos, etc.)
- Distribute pledge forms and brochure (also available on pdf on website)
- \*\*Have fun with your special events!
- Explain the ease of payroll deduction-include fun incentive and make your pledge first-As ECC, you set the pace. Let everyone know the first pledge is in!
- Ask Everyone!.

## ☐ 6. Wrap up Campaign

- Send employees final reminders to turn in their pledge forms
- Make a copy of the pledge forms 1 for your payroll department and 1 to turn into the UW
- Separate the pledge forms by pledge type and tally all pledge types and complete the United Way Report Envelope (contact CAM for help)
- Contact your United Way Campaign Account Manager and make arrangements to either have envelope picked up or dropped off.

## ☐ 7. Thank You

- Share your final results with your co-workers
- Share photos or videos of events
- Thank everyone who contributed and/or worked on the campaign team
- Celebrate your campaign success-Share your Results

# Some Helpful Tips for a Successful Campaign!

1. Communication is key!
2. Writing down a game plan you can follow helps keep you organized and the campaign to run smoothly.
3. Having special events/fun activities during the campaign really helps to build enthusiasm.
4. Invite your new hires to join in United Way workplace campaign. Include a brochure and pledge form in their new hire packet. (No need to wait until next campaign)
5. Contact retirees and ask them to participate in the campaign. They can give from home and it will count for your overall campaign total.
6. Your United Way of Warren County staff is always available to help in any way we can.



# ***ECC Toolkit – What’s in the Bag***

Campaign Brochure/Flyer-Contains essential information about United Way of Warren County

Corporate Pledge Card-Utilized to pledge and record the corporate gift

Employee Pledge Form-Used to record employees’ contribution (*Original to United Way & copy to payroll*)

Poster-Available for display on your walls, halls, lobbies, and break rooms.

Campaign Report Envelope (*new design*)-Place original pledge forms, cash, and checks in envelope after tallying total on the front. (*Please make a copy of this form for your records and copy of all pledge forms for your records/payroll department.*) This envelope is returned to United Way of Warren County to record your campaign results.

***Campaign Toolkit also  
available online at:***

[www.uwwcoh.org](http://www.uwwcoh.org)



# The United Way Message

A successful campaign helps build awareness of United Way's impact in Warren County in addition to raising funds to support programs. This section outlines key message points for you to use when communicating to your employees. Use these "key messages" in your presentations, e-mails, newsletters, posters, etc. This information will help you convey how United Way of Warren County, supported through workplace campaigns, positively impacts our community. Ongoing communication helps donors better understand how their donation is working right here at home.

## What is United Way of Warren County?

For 50 plus years, United Way of Warren County has taken a leadership role in mobilizing resources of individuals, companies, and community leaders to achieve positive and lasting change in the lives of people in Warren County. United Way of Warren County is a local, independent organization, managed and governed by people living and working in Warren County.

United Way of Warren County:

Strengthens the community

Helps people

Strives for positive, lasting change

Provides awareness

Forms partnership to create a larger impact

## Your Gift Has Power

Contributions to United Way of Warren County are leveraged by funded agencies to obtain support from other local and national funders. When combined with thousands of other contributions, your individual donation supports programs and agency provided services that help people – children, families, and seniors. By combining your gift with the gifts of others, we can make a difference together, which is something that none of us could achieve alone.

## How Investments Make a Difference

**What a difference one dollar can make!**

**It all adds up, 100 Pennies, 20 Nickels, 10 Dimes, 4 Quarters, or 2 Fifty-cent pieces. Some people call it a buck; others may call it "lunch money".**

**We at United Way prefer to call it an "investment" - an investment in our community at a price that will not put a dent in a person's wallet. Here is how we can put that dollar to good use.**

**\$3.00 a week will provide 6 meals for a family in need**

**\$5.00 a week provides a week of before and after school childcare for 3 children.**

**\$30.00 a week will help an at-risk family find reliable childcare.**

# Sample Letters from CEO & ECC

## CEO Ask Letter to Employees

Dear {name}:

Thank you for your generous donation as a {name of organization} employee.

Last year, your gift combined with thousands of others, helped United Way of Warren County provide services to people through the support of United Way funded programs and agencies. Our company's {campaign Year} United Way campaign will begin in the next few weeks.

For over 50 years, United Way has been the trusted leader in Warren County. By mobilizing resources to address the community's most pressing issues, United Way utilizes your donation address issues in our Focus Areas, Basic Needs, Workforce Development, Childhood Literacy/School Readiness, & Health and Wellness.

Through our contributions, we can make sure help is there for families, co-workers and friends. United Way assures that a broad range of services is available to help local people become independent and self-sufficient. I believe that supporting United Way is a sound decision.

Please join me in making a generous gift to United Way of Warren County.

Sincerely,

CEO

## Campaign ECC Letter

Dear {name}:

For over 50 years, United Way of Warren County has been mobilizing resources to advance the common good in Warren County. United Way works strategically to improve areas of Basic Needs, Workforce Development, Childhood Literacy/School Readiness & Health & Wellness.

Each of us benefits from a strong community. By partnering with United Way, we can make Warren County a better place to live and work.

Last year, we raised {\$X,XXX} and I know we can surpass that amount. This year, I encourage each of you to respond to the United Way call to action to LIVE UNITED.

I am honored to serve as ECC and urge you to join me in giving generously to United Way of Warren County.

Sincerely,

ECC

# Sample Letter – Thank You

## Thank You Letter

Dear Fellow Employee:

I want to personally thank each and every one of you who contributed to our United Way campaign. Your kindness will touch many lives in need of help.

Because of your generosity, employee contributions increased by (Percent) -- far exceeding our goal. (Company) employees' (Amount) gift to the United Way this year is a true expression of caring and an investment in our community.

Thank you for your support. Together, (Company Name) is Living United!

Sincerely,  
(CEO / Manager) (or Employee Campaign Coordinator)



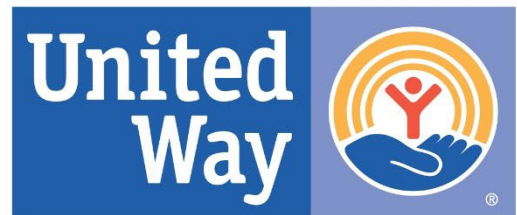
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Facebook – United Way of Warren County, Ohio

**Linked**  - United Way of Warren County

**United Way of  
Warren County**



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[www.uwwcoh.org](http://www.uwwcoh.org)